

DEPARTMENT OF COMMUNITY AND ECONOMIC DEVELOPMENT
May 24, 2004

To: Council Downtown Committee
Council Member Ward, Chair
Council Member Jimenez
Council Member Halliday

THRU: Jesús Armas, City Manager

FROM: Sylvia Ehrenthal, Director of Community and Economic Development

SUBJECT:	Council Downtown Committee Meeting
DATE:	May 24, 2004
TIME:	7:00- 9:00 p.m.
LOCATION:	Hayward City Hall - Work Session Room 2-A

COUNCIL DOWNTOWN COMMITTEE

**Monday, May 24, 2004
7:00 p.m.**

**Work Session Room 2-A - Hayward City Hall
777 B Street
Hayward, CA 94541**

Public Comments: (Note: For matters not otherwise listed on the agenda. The Committee welcomes under this section but is prohibited by State Law from discussing items not listed on the agenda. Your item will be taken under consideration and referred to staff.)

1. Proposed Downtown Housing Survey
2. Election of Chairperson

Assistance will be provided to those requiring accommodations for disabilities in compliance with the Americans with Disabilities Act of 1990. Please request the accommodation at least 72 hours in advance of the meeting by contacting the Downtown Development Division at (510) 583-4260 or by using the TDD line for those with speech and hearing disabilities at (510) 247-3340.



CITY OF HAYWARD

STAFF REPORT

AGENDA DATE 05/24/04

AGENDA ITEM _____

WORK SESSION ITEM _____

TO: Council Downtown Committee

FROM: Director of Community and Economic Development

SUBJECT: Proposed Downtown Housing Survey

RECOMMENDATION:

It is recommended that the Downtown Committee review and comment on this report.

DISCUSSION:

The residential development occurring in the Downtown area has served to highlight the importance of maintaining the Downtown as an attractive and livable neighborhood. Almost 500 new dwelling units have been constructed in the area surrounding the Downtown Hayward BART station, most of which have been completed within the last five years. Over 200 more housing units are now under construction.

City staff is proposing to undertake a survey of these new housing developments in order to better understand the basic needs and desires of residents, particularly those in the new developments near the Downtown Hayward BART Station. The information from this survey will assist in future planning for open space, schools, parking and transportation to serve the Downtown area. The results of the survey will also provide useful information for evaluating the types of businesses that are needed to serve residents of the Downtown area. In addition, it is anticipated that the results from this survey may provide information that will be useful in the preparation of the South Hayward BART Station Area Concept Plan, scheduled to begin next fiscal year.

The attached questionnaire (see Exhibit A) would be distributed by mail to the approximately 500 households already living in the four largest housing developments: Atherton Place, City Walk, Pinnacle City Centre, and Grand Terrace. It is envisioned that the survey could be conducted during June. Staff would complete tabulation of the results during July. Results from the survey could be presented to the Downtown Committee in September. Of course, individual information gathered from the questionnaire will remain strictly confidential and will only be reported in the aggregate. Once the tabulations are completed the questionnaires will be destroyed.

Prepared by:

Gary Calame, Senior Planner

Recommended by:

Sylvia Ehrental, Director of Community and
Economic Development

Approved by:

Jesús Armas, City Manager

Attachment: Exhibit A – Proposed Downtown Housing Survey

EXHIBIT A

DOWNTOWN HOUSING SURVEY

Please check (✓) one answer for each question unless otherwise noted. Your answers will be used for research purposes only and will be treated with strict confidentiality.

1. Which development do you live in?

- ☐ Atherton Place
☐ Grand Terrace

- ☐ City Walk
☐ Pinnacle City Centre

2. When did you move in?

- ☐ Within the last month
☐ 6 to 12 months ago

- ☐ 1 to 6 months ago
☐ More than one year ago

3. Where did you reside prior to moving to this location?

- ☐ Another location within Hayward

- ☐ Outside Hayward

4. What attracted you to live in the downtown area? (Please indicate the 2 most important factors)

- ☐ Close to workplace
☐ Close to BART and other public transit
☐ Housing value
☐ Other (Please specify) _____

- ☐ Neighborhood atmosphere
☐ Parks and other public facilities
☐ Convenient to shops and restaurants

5. Why did you choose to live in your specific residential complex?

(Please indicate the 2 most important factors)

- ☐ Community atmosphere
☐ Architectural design of the development
☐ Safety
☐ Floor Plans (i.e. size, layout and/or number of rooms)
☐ Exterior Amenities (i.e. landscaping, playground, swimming pool, common area, parking)
☐ Other (Please specify) _____

- ☐ Availability of unit
☐ Price/Rent of unit

6. Do you own or rent?

- ☐ Own

- ☐ Rent

a. If own, are you the original owner of the unit?

- ☐ Yes

- ☐ No

7. How many bedrooms are there in your unit?

- ☐ 1
☐ 2

☐ 3

8. How many people live in your unit?

- ☐ 1 (Please proceed to Question 12)
☐ 2
☐ 3

- ☐ 4
☐ 5 – 7
☐ More than 7

9. If there are children age 18 or younger in your household, how many are there and what are their ages?

(Please fill in the number of children in each age group below)

- a. There are ____ children under age 5 in my household.
b. There are ____ children between age 5 and 13 in my household.
c. There are ____ children between age 14 and 18 in my household.

10. If there are children age 18 or younger in your household, which type of school(s) do they attend?

(Please fill in the number of children in each type of school below)

- a. ____ Hayward public schools
b. ____ Hayward private schools
c. ____ Other

11. How many persons age 65 or over reside in your household?

- ☐ 0
☐ 1

- ☐ 2
☐ Other (Please specify) _____

12. How many vehicles belong to people living in your household?

- ☐ 0
☐ 1
☐ 2

- ☐ 3
☐ 4
☐ 5 or more

13. How many vehicles did your household have before moving to this location?

- ☐ 0
☐ 1
☐ 2

- ☐ 3
☐ 4
☐ 5 or more

14. How many members in your household use BART to commute to work/school on a regular basis?

- ☐ 0
☐ 1

- ☐ 2
☐ Other (Please specify) _____

15. How often do members in your household use BART for non-work /non-school related purposes?

☐ 3 or more times per week

☐ At least once a month

☐ 1 or 2 times per week

☐ Rarely or Never

16. How many members in your household use AC Transit (i.e. bus) to commute to work/school on a regular basis?

☐ 0

☐ 2

☐ 1

☐ Other (Please specify) _____

17. How often do members in your household use AC Transit (i.e. bus) for non-work/non-school related purposes?

☐ 3 or more times per week

☐ At least once a month

☐ 1 or 2 times per week

☐ Rarely or Never

18. What would encourage you or members of your household to use public transportation more frequently (BART, Amtrak, bus)?

☐ More frequent stops

☐ Destinations

☐ Less expensive

☐ Other (Please explain) _____

19. Are vehicles regularly parked in the garage at your home?

☐ Yes

☐ No. Why not? _____

20. Is there enough parking in your development for residents?

☐ Yes

☐ No

21. Is there enough parking in your development for visitors?

☐ Yes

☐ No

22. Do you or members of your household park your vehicles on public streets near your complex?

☐ Everyday

☐ Occasionally

☐ Often

☐ Rarely or Never

23. How easy is it to find street parking within reasonable distance from your home?

☐ Very Easy

☐ Easy

☐ Acceptable

☐ Difficult

☐ Very Difficult

24. Are there any changes to the design/layout of your individual unit and/or complex you would make?
If so, please explain.

25. How often do you use the common open space area (resting benches, swimming pool, community room, green lawn, playground, etc) in your residential complex?

- | | |
|---|--|
| <input type="checkbox"/> More than 2 times per week | <input type="checkbox"/> At least once a month |
| <input type="checkbox"/> 1 or 2 times per week | <input type="checkbox"/> Rarely or Never |

26. How often do you or members of your household visit parks and open space in Hayward?

- | | |
|---|--|
| <input type="checkbox"/> More than 2 times per week | <input type="checkbox"/> At least once a month |
| <input type="checkbox"/> 1 or 2 times per week | <input type="checkbox"/> Rarely or Never |

a. Which parks or open space do you visit? (Please list)

27. Is downtown Hayward your primary shopping destination for your daily needs?

- | | |
|------------------------------|-----------------------------|
| <input type="checkbox"/> Yes | <input type="checkbox"/> No |
|------------------------------|-----------------------------|

28. How often do you patronize grocery stores in downtown Hayward?

- | | |
|---|--|
| <input type="checkbox"/> 4 or more times per week | <input type="checkbox"/> 1 time per week |
| <input type="checkbox"/> 2 to 3 times per week | <input type="checkbox"/> Rarely or Never |

29. How often do you patronize other, non-grocery stores in downtown Hayward?

- | | |
|---|--|
| <input type="checkbox"/> 4 or more times per week | <input type="checkbox"/> 1 time per week |
| <input type="checkbox"/> 2 to 3 times per week | <input type="checkbox"/> Rarely or Never |

30. How often do you patronize restaurants or other foodservice outlets in downtown Hayward?

- | | |
|---|--|
| <input type="checkbox"/> 4 or more times per week | <input type="checkbox"/> Less than 1 time per week |
| <input type="checkbox"/> 2 to 3 times per week | <input type="checkbox"/> Rarely or Never |

31. What other stores or services do you patronize in downtown Hayward (i.e. hair salon, bank, dental office, cleaners)? (Please list)

a. How often do you patronize these stores or services?

☐ 4 or more times per week

☐ At least once a month

☐ 2 to 3 times per week

☐ 1 time per week

32. What other kind of stores and services would you like to see in downtown Hayward?

(Please list)

33. Is there anything about your living environment you think we should know but have not asked?

(Please explain)

Thank you for your participation. Please mail, fax or drop off the survey at City Hall.